September 23, 1997

TO: Boston Region KAM'S, AM'S, SR'S, RR'S

RE: NOVEMBER DORAL B1G1F PROMOTION 702177
DTS: 11/17/97

The scheduled November Doral B2G1F promotion was changed to a Doral B1G1F for the Boston Region. As our case allocation of Doral styles were not equal, we had to adjust the number of styles sent to each direct account. This will result in different SKU sizes and styles being sent to retailers. Please be sure to explain to the direct accounts their specific SKU configuration.

The following breakdown describes the SKU size to be worked by each direct account participating in this promotion. *The highlighted Direct Accounts will be shipping to outside regions.*

The following Direct Accounts will be shipping out 1 carton of each of 4 styles of Doral (Doral Lt, Doral Lt 100, Doral Lt Men 100, Doral FF 100), or **20 units per SKU** to retailers:

- A. G.-Maine
- Marks Wholesale
- Taunton Tobacco
- Jos. H. Stoniel
- Cumberland Farms
- Garber Bros.
- A. H. Notini
- Melhado
- General Equities

The following Direct Accounts will be shipping out 2 cartons of each of 3 styles of Doral (Doral Lt, Doral Lt 100, Doral Lt Men 100), or **30 units per SKU** to retailers:

- Tally's Wholesale
- Joseph J. Braga
- James Brudnick
- New England Whol.Tobacco
- Lesco Dist.
- William Zall & Sons
- AMD
- J. Polep (Including WAM Accts)
- Manchester Tobacco
- E&J
- Brian Thomas
- Longo Dist.
- LBG

The following Direct Accounts will be shipping out 2 cartons of each of 4 styles of Doral (Doral Lt, Doral Lt 100, Doral Lt Men 100, Doral FF 100), or **40 units per SKU** to retailers:

- Christopher Wholesale
- Reids Confectionery
- Pine State Tob.(Including WAM Accts)
- H. Willey, Inc.

We will not be requiring Direct Accounts to ship a display with this product, thus there won't be any VAP payment.

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Source: https://www.industrydocuments.ucsf.edu/docs/sfjn0000

NOTE to SR's & RR's: Please display in appropriate temporary displays (20/40 pack generic display Item #524750). Please order your needs accordingly.

The ROU will be ordering POS to support this promotion in the Boston Region. The following POS items should arrive at your "ship to" points by 11/7/97:

Description	Commod. #	Qty. Per SR	Qty. Per RR
Doral Spc. Offer 24" Pkg. Cd	523814	10	25
Doral Spc. Offer DB Riser Cd	523805	15	50
Doral Spc. Offer Counter RC	523811	15	50

Attached is a list of accounts by assignment and the number of SKU's per account. Please note that retail accounts serviced by direct accounts residing outside the Boston Region will be receiving Doral B2G1F displays.

If you have any questions, please let me know.

Sincerely,

Joyce

Joyce Doucette
Promotions Coordinator

cc: Margaret Sullivan (1210), Audrey Lennon (1310), Judy Campbell (1610), T. Fitzin

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